

I CLAIM:

1. A method of automatic display of audio-video film in web page comprising the steps of
- 5           (a) providing audio-video film (1) by enterprises, organizations, institutions, schools, professionals, media operators by means of digital camera, video tape recorder or cam recorder with respect to commercial advertising film, movie preview, teaching movie, documentary preview, news, music TV;
- 10           (b) producing compressed digital audio-video file (2) for the films, web designer;
- (c) designing of web page (3) with a space reserved for display of the film or a linkage;
- (d) browsing of the web page by a user (web surfer) (4);
- (e) detecting the presence of a player program of the film (5), if NO, downloading automatically the player program (51), if YES,
- 15           (f) detecting the sequent number of the audio-video film to check whether the number is similar to that stored in the computer, if NO, downloading the film to the data file (61) of the computer disk, if YES,
- 20           (g) playing the audio-video film (7).